

CSR Impact Assessment Summary Report 2019-20

Prepared for:



Submitted By:



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Research Methodology

Application of Quantitative Techniques

The quantitative study was used to assess the impact of divergent CSR Activities of Glenmark through the Structured tool of Interview Schedule. This helped in getting quantifiable information.

Application of Qualitative Techniques

For better accuracy, ensuring anonymity, and at the same time to cover a larger sample population, Qualitative Techniques were used. Qualitative Techniques of Interviews with Key Project Stakeholders, Interviews with Community People were adopted for a better understanding of the problem alongside Quantitative Research.

Ensuring Triangulation

The findings of the Quantitative research have been verified with the insights from Qualitative Research and the report has also been structured to reflect this point.

Research Design

Sector	Name of the Project	Implementing / NGO partner	Geography	Beneficiaries Covered	Stakeholders Covered	Sample Technique
Child Health	Click Initiative & RCH Centre	Glenmark Foundation / IGD	Baddi, Himachal Pradesh	150	Senior Medical officers, ASHA workers etc.	Simple Random Sampling
	Health on Wheels	Glenmark Foundation / IIF	Sikkim	100	ANM, Project Staff, Sarpanch, Doctors, Govt Health official	Simple Random Sampling
	mMitra program	Glenmark Foundation / ARMMAN	Maharashtra: Aurangabad & Mumbai	201	Project Staff	Simple Random Sampling
Promotion of Sports	Creating Champions through Swimming	Glenmark Aquatic Foundation	Mumbai, Delhi, Bangalore	20	Head coaches & assistant coaches	Purposive Sampling
Sustainable Livelihood	NEEM Project	Multiple Partners - Skill Vendors	Nasik, Nalagarh, Baddi, Goa, Ankeleshwar Plants	150	All -three skill vendors	Simple Random Sampling

OECD-DAC Framework for Evaluation

To ensure a pattern of research observations and also to keep research finding in line with certain universally acceptable criteria, this research uses the OECD-DAC framework for evaluation.



1. Child Health



Implementing Partner : Glenmark Foundation / NGO Partners

Research Methodology

 Year of Implementation 2019-2020	 Total Beneficiaries Population across the project locations	 Beneficiaries covered 450 Mothers	 Project Locations Baddi (Himachal Pradesh), Sikkim, Mumbai & Aurangabad (Maharashtra)
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Key Findings of the Study

- Beneficiaries have been receiving calls for different services; 100% for periodic health check-ups and immunisation of their child, 83% for the next health check-up, 67% for health information, and 57% for reminders about the expected delivery date.
- 100% of respondents reported that their weight checks were done during the health camp.
- 83% of respondents confirmed receiving the iron table, 43% of mothers reported that knowledge of the nutritional value was provided, 14% of mothers said they received advice on low-cost cooking recipes from the nutrition program.

Key Impact Created

- 100% confirmed ANC registration and 98% of respondents reported that their children had been immunized to date.
- 98% of respondents reported that telephonic reminders helped to change the behavior to follow important steps during the pregnancy and lactating phase
- 86% of the total lactating mothers interviewed had completed all four ANCs during pregnancy.
- Post interventions; all of the beneficiaries have been accessing medical needs/services from Government facilities as well as from the project.
- Post interventions; all of the beneficiaries have been following anemia control measures like having iron tablets, periodical haemoglobin testing, and maintaining the diet chart, etc.

OECD Criteria	Justification	Rating
Relevance	All the projects are planned based on regional needs and customised to suit the prioritised needs for Mother and Child Health in the respective geographies	● ● ● ● ●
Coherence	The project is in line with Government's Poshan Abhiyan and also with SDGs Goals 1- No Poverty; 2- Zero Hunger; 3 - Good Health & Well-being and 5 - Gender Equality	● ● ● ● ●
Effectiveness	Projects have created the much-needed awareness among women to ANC registration, timely vaccination, and following proper diet during pregnancy. It has resulted in a change of behavior patterns towards following medical practices. .	● ● ● ● ●
Efficiency	All the projects are in collaboration with the government health infrastructure and are efficiently designed to complement and fulfill gaps. It adds to the project resources being used efficiently and creates a multiplier effect	● ● ● ● ●
Impact	The project has created an impact at different levels right from providing quality access to healthcare to creating awareness levels to immunisation coverage.	● ● ● ● ●
Sustainability	The projects help in strengthening and creating mass awareness which indeed has sustainable benefits. The project is replicable and scalable covering other geographies.	● ● ● ● ●

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low



2. Promotion of Sports

Implementing Partner : Glenmark Aquatic Foundation

Research Methodology



Year of Implementation
2019-2020



Total Beneficiaries
200 Swimmers



Beneficiaries covered
20 Swimmers



Project Locations
Delhi, Mumbai, Bangalore

Key Findings of the Study

- All the swimmers have been receiving coaching assistance and the gymnasium.
- All the swimmers received sponsorship for various national events such as Khelo India, National Junior Championship, state-level competition, etc.
- 71.5% of swimmers indicated that they had been selected for international events
- 87.5% of beneficiaries received the counseling session to achieve better results and not be stressed before or during the competition.

Key Impact Created

- 100% of the swimmers said their level of strength had improved significantly whereas 87.5% are able to improve their speed than before.
- 50% said they had improved in other areas such as managing their stress level far better than before.

OECD Criteria	Justification	Rating
Relevance	The initiative is able to address the needs of the swimmers with the best facilities and quality training that helps Indian Swimmers to participate in national and international events.	● ● ● ● ●
Coherence	The initiative is in line with Government Initiative "Khelo India". Further, SDG 4- Quality Education & 8 - Decent Work and Economic Growth is also aligned with the project objectives.	● ● ● ● ●
Effectiveness	A visible improvement in swimmer performance occurred. Participation in international events has been increased. The program is successful in achieving its objectives. All of the respondents' swimmers are happy with the facilities and provisions at their centres.	● ● ● ● ●
Efficiency	The programs are carried out in association with the Sports Authority of India and local pools. The procedure is in place for selecting the coaches/trainers. Head coaches manage the centres. However, the requirement for more coaches has been reported during the study.	● ● ● ● ●
Impact	International participation increased, indicating a marked improvement in the holistic development and performance of swimmers.	● ● ● ● ●
Sustainability	The institute with a proper framework/future plan will be in a continuous and sustainable manner. The programs are directly supervised by Glenmark itself.	● ● ● ● ●

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

3. Sustainable Livelihoods Initiative

Implementing Partners: Multiple Skill Development Agencies



Research Methodology

 Year of Implementation 2019-2020	 Total Beneficiaries 376	 Beneficiaries covered 150	 Project Locations Nashik, Aurangabad, Indore and Nalagarh
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Key Findings of the Study

- The overall retention level of the program was observed as good; 48% of the interns remain in the internship program & 17% completed the internship program.
- 75% of the trainee believed that the training program is very much effective for their career. They have received not only practical training but also received overall grooming, punctuality, discipline that would help them in the near future.
- Post completion, a trainee would be able to earn 17,000-20,000/- starting salary in any reputable pharmaceutical company

Key Impact Created

- All the beneficiaries have been receiving approximately Rs. 10,000/- as a basic stipend
- 74% are able to contribute financially to their families after joining the internship program. They have started sending their earnings at certain intervals to their families.
- The standard of living conditions has been improved to a certain extent; 54% are now able to increase their daily food intake as per their needs.
- 60% stated that they have started to save their earning at the bank for their future needs.

OECD Criteria	Justification	Rating
Relevance	The project is very much relevant for the youth seeking employability.	● ● ● ● ●
Coherence	The project is aligned with the Govt Skill Development initiative. Also, the project is aligned to SDG Goals 1: No Poverty, 4: Quality Education, 8: Decent Work & Economic Growth and 10: Reduced Inequality	● ● ● ● ●
Effectiveness	The internship proves effective as the candidates gets relevant skills based on industry expectations.	● ● ● ● ●
Impact	Aspects like counseling, duration of the program, and expenses in food & accommodation can be addressed in retaining the trainees to complete the program.	● ● ● ● ●
Impact	Post-intervention, Beneficiaries are able to contribute financially to their families. Improved lifestyle followed by saving are the other benefits reported by the beneficiaries.	● ● ● ● ●
Sustainability	Sustainability of the project is very high as relevant skills are being provided which will help in getting sustained livelihood opportunities	● ● ● ● ●

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low